

TARA LABS

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TARA LABS NEWS UPDATE

REP NEWS YOU CAN USE

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LEAD STORY: "THE ZERO" THE WORLD'S FIRST VACUUM TUBE CABLE

TARA Labs has done it again!

We've just introduced **the world's first audio interconnect with a vacuum dielectric**, The Zero™. Once again we've ventured into unexplored audio territory, a place that existed only in our imaginations. For even though it has long been acknowledged by many in the industry as the theoretical ideal, **no other company has a cable with a vacuum dielectric.**

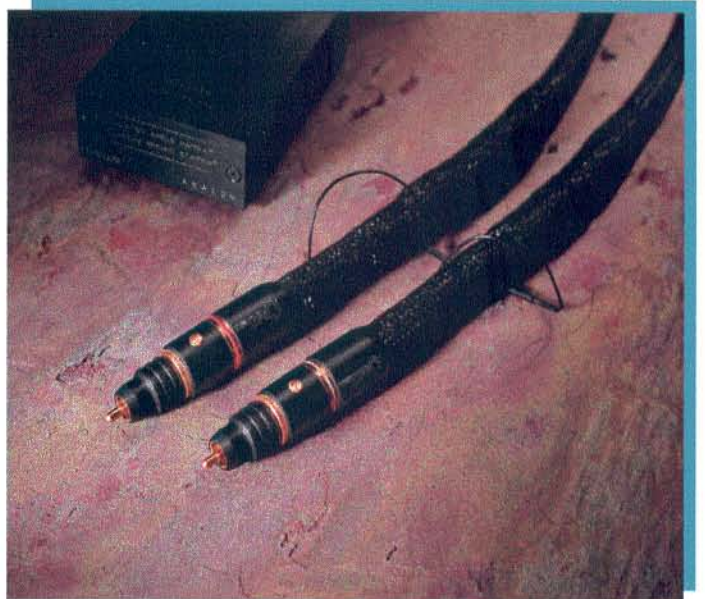
The Zero takes our RSC Air technology to the ultimate by suspending the conductors in a *vacuum-drawn* hollow air tube, creating the perfect environment for ultimate signal transfer.

As most of you know, a working prototype of The Zero was shown over a year ago at CES 1999. Since then, our R&D Department has been testing and perfecting it, and this "beyond the cutting edge" product is now available. It's being heavily promoted via both the internet and in print, so expect excitement when the word gets out.

Of The Zero, Matthew Bond says, "This is the perfect convergence of technologies. The sound is exquisitely revealing. But, regrettably, **this cable is not for everyone.** Only the finest high-end systems will be a match for the Zero. With a capacitance of a mere 4 pF/ft, and an inductance of .021mH/ft, **The Zero is the most ultralinear interconnect available in history.**"

Due to its unique construction and assembly, pairs of from 1 to 3 meters will retail for the same price:

\$9,800. This price includes a new Floating Ground Station™, designed specifically to be used with The Zero.



So, what does this mean for you, the rep? That you can offer the *ultimate* audio technology to your dealers. The Zero is a product far superior to that of your competitors. But, then, that's why we're "The Cable Technology Leader."

Be looking for more information from Brent soon, and get ready for the excitement!

We're Not Done Yet ...

Look for news soon on *another* new technology under development: The "Nitro". This Nitrogen-filled cable is the perfect "stepping stone" between the RSC Air Series and The Zero. As usual, you'll be the first to know!

New RSC® Bi-Wire Cables

Three New Bi-Wire Speaker Cables!

TARA introduces three new Bi-Wire Speaker Cables featuring Rectangular Solid Core® technology. These are single run bi-wire cables, with the low frequency runs separately shielded so they do not couple electromagnetically to the high frequency runs like other single run bi-wire cables.

The RSC Reference Bi-Wire Cable™ provides extraordinary performance in high-end systems, and is a bi-wire version of the very popular RSC Reference. It provides crystalline clarity and detail, high frequency extension with lifelike midrange, and deep, articulate bass. The retail price is \$900/4' pair.

The ISM Bi-Wire The One™ and **The 2™**, are used in ultimate high-end systems where single run bi-wire cabling is preferred. ISM Bi-Wire Cables go beyond the "state of the art" speaker cable design. Because the One and The 2 single-run Speaker Cables have, with rave reviews worldwide, become so popular we created The One and The 2 Bi-Wire Speaker Cables to join them as the best in *their* class. Be prepared for exquisite detail and clarity, with amazingly low background noise and incredible imagery. The One retails for \$3,450/4' pair, and The 2 is \$2,575/4 foot pair.

The RSC Air 3™ Speaker Cable is on the way! We've answered dealer requests from around the country for an Air 3 Speaker Cable to complement our Air 3 interconnects.

This addition to our popular RSC Air Series allows your dealers to sell more TARA speaker cables. They can offer our exclusive Gen 2 RSC technology—and the resulting open and revealing sound—at an affordable price to their customers.

The retail price will be \$575/4 foot pair.

AND IN OTHER NEWS ...

New Price Lists will mail the second week of March to all TARA Labs dealers and reps. This updated price list will include all new, as well as existing, products.

UPC Labeling Now Available!

TARA now has UPC labeling available for our entire list of our products. Please let us know if any of your dealers would like their product UPC coded. We can also supply raw data for input directly into their computer or P.O.S. system.

The New Dealer Locator System introduced at CES is online now. If you missed it there, customers can input their zip code, and the program will list their 3 nearest TARA dealers. This should be a benefit to your dealers everywhere. Check it out at www.taralabs.com.

"Enthusiasm is the foundation of victory!" (unknown)

Here's an excellent read for anyone in the sales business, full of wisdom and wit. It's one I mentioned to a few of you at CES. It's noted as "the most helpful and inspiring book on salesmanship that I have ever read," by Dale Carnegie, a man who knows about inspiration. "How I Raised Myself From Failure to Success in Selling" is by Frank Bettger, Simon & Schuster, 1992. Hope you enjoy, Jeannie